—thomas DROTAR

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DESIGNER

CREATIVE DIRECTOR - Fashion Photographer, Videographer, Catalog & Magazine Layout, Editor, Web Design, Production/Set Designer

EDUCATION

UNIVERSITY OF MICHIGAN
BA Art History
Literature

ART CENTER PASADENA
Illustration
Photoshop

UCLA
Extension
Drafting
Set Drawing

EXPERIENCE

CREATIVE DIRECTOR | 2020 to PRESENT
FREELANCE DESIGNER

I am co-creator of the website LAmoodboard.com which overviews everything cultural/fashion taking place in the city of Los Angeles. I moonlight as a freelance photographer for Los Angeles Magazine and The Hollywood Reporter. Creating distinct page and cover layout for print, web, and digital magazines is a true passion of mine. I also specialize in shooting and editing fashion events for LA fashion brands. My design skills also include website biographies for some of the Hollywood biggest composers including Henry Mancini, Charles Fox, Patrick Williams, Jorge Calandrili and Leon Ware to name a few.

SOFTWARE EXPERTISE INCLUDES

Illustrator / Photoshop / Lightroom /Premier Pro/ Elementor / After Effects

DESIGNER | 1991 - PRESENT
FREELANCE PRODUCTION DESIGNER/SET DESIGNER

My 25 years in the film industry as a Production Designer/Set Designer allowed me to understand that most anything is possible. I have designed over 250 spots for some of the top commercial directors and production companies. Clients included Coca Cola, Pepsi, Pizza Hut, McDonalds, etc., you get the idea. My skill set evolved with the industry, where I went from illustrating my ideas by hand to using complex softwares that made my job easier yet surprisingly more complex. Bidding, building, hiring, and running huge crews while staying under budget kept me awake many nights but the satisfaction from each job well done was worth it. My production design portfolio is something I am truly proud of.

EXPERTISE

Sketch Up / Render / Watercolors / Pen & Ink